



**PED COMMITTEE  
DRAFT MINUTES**

**REGULAR MEETING  
April 19, 2016**

**Board Members in Attendance:** Vice-Mayor Gwen Wisler, Councilman Gordon Smith, Councilman Brian Haynes

**Staff in Attendance:** Gary Jackson, Cathy Ball, Sam Powers, Jon Fillman, Amber Weaver, Dawa Hitch, Joey Robison, Jaime Matthews, Stephanie Monson-Dahl, Todd Okolichany, Alan Glines, Mariate Echeverry, Jake Klodt, Melissa VanSickle

**1. APPROVAL OF MINUTES**

Councilman Smith moved to approve the minutes. Councilman Haynes seconded. Minutes were approved unanimously.

**2. UPDATES**

**a. Riverfront Office; Stephanie Monson-Dahl**

Ms. Stephanie Monson-Dahl provided an overview of two staff reports that will be going to the Finance Committee on April 26<sup>th</sup> and to Council on May 17<sup>th</sup>. The reports are to authorize the City Manager to sign the RADTIP Utility Relocation Agreement and the TIGER VI Grant Agreement. Ms. Monson-Dahl also provided a timeline and highlights of projects occurring within the Riverfront Office. There will be an event to celebrate Wilma Dykman's birthday and to kick off the start of a comprehensive public information process concerning the construction impacts from the RADTIP project over the next three years. Also, staff is currently working on revisions for the RAD Form Based Code, which will be released in the fall.

**b. Comprehensive Plan; Todd Okolichany**

A contract with the recommended consulting team for the Comprehensive Plan update will go to Council on April 26<sup>th</sup>. Mr. Todd Okolichany explained the timeline for the project, which is expected to be about 15 months long and provided the expected budget of approximately \$265,000.

**c. Downtown Development Review; Todd Okolichany**

In December, staff presented on several topics that included recent development trends and current development review thresholds in Downtown. In March, and with the Downtown Commission's support, staff held a development forum for topics concerning the CBD, which had 125 participants. Mr. Todd Okolichany provided an overview of the topics and questions discussed at the forum. Staff also recently provided information from the forum to the Downtown Commission and discussed possibilities for expanding the notification process.

Ms. Dawa Hitch explained the City's new tools for public engagement, including Open City Hall. In addition, Council recently approved a zoning text amendment and recommendation that developers meet with the public before development begins and use a facilitator for those meetings. Members discussed the current and past requirements for informing the public. On April 28<sup>th</sup>, staff will look to Council for guidance on the process. Vice-Mayor Wisler asked that staff outline the options for Council. Councilman Smith discussed setting thresholds and the impacts on density. Councilman Haynes commented on the attendance of the meeting and did not feel as though it represented the population accurately.

**d. Sustainability Annual Report; Amber Weaver**

Ms. Amber Weaver provided a description of projects attributed to last year's reductions. Members were also provided a list of potential projects to help continue reducing carbon and energy consumption. Members discussed how the City may be reaching the end of addressing all of the "low hanging fruit" projects which helped reach past goals. Staff is working to compile a list of projects that will help achieve future goals and indicate what resources it would take to implement those projects.

**4. NEW BUSINESS**

**a. Staff Recommendations for 2017-2019 Strategic Event Partnerships; Jon Fillman**

Selecting strategic event partnerships is a competitive proposal process that the City goes through every three years. Mr. Jon Fillman provided an overview of the evaluation process, current partners, and the amounts that were previously allocated. Staff has recently worked to reduce costs allocated to the partnerships. Mr. Fillman presented the partnerships that were selected and the recommended scenarios for reducing the amounts allocated to those organizations. The City also provides a discount of 75% of fees for all non-profit organizations, which staff has suggested reducing to 50% to help with costs to the City. Members discussed the importance of events to the community and what it would cost to partner with all of the organizations that submitted proposals and to maintain the 75% cost cover for all non-profits. Members moved into public comment.

**PUBLIC COMMENT:**

Ms. Linda Smatters from the Folk Heritage Committee expressed appreciation of the City's support. The mission of the organization is to preserve music dance and storytelling of Appalachians. Ms. Smatters also commented on the amount of people spending money, which is dispersed into the economy.

Mr. Clint Spiegel spoke in support of the City partnering with the Five Point Film Festival. Mr. Spiegel believes that the Five Point Film Festival is a unique event that can enhance culture and have a string of economic return, especially benefiting outdoor industries.

Ms. Willow Walker spoke to the recommendation to lower the amount discounted to non-profits. Ms. Walker noted that if fees increase, it may be a deal breaker for some nonprofits. Ms. Walker encouraged members to maintain as high a discount as possible and to look to identify smaller nonprofits.

Representatives of LEAF thanked members for recognizing their work and empowering the local community. LEAF Downtown replaced a fundraiser, which the organization is still not

receiving money back from. The representatives emphasized that the resources they receive are vital to operations and they need funding to maximize experience.

Ms. Megan Rodgers from the Downtown Association explained that they are producing seven major events, which bring 100,000 people downtown. Members discussed how much funding was utilized last year.

Ms. Francine commented on the three year timeframe for event partnerships, asking if there is a way to continue the discussion to include not having to wait three years to create a partnership.

Councilman Gordon Smith motioned to recommend to Council that the City fund all of the organizations on the Request for Proposals list (5 Point Film Festival, Appalachian Sustainable Agriculture Project, Asheville Area Arts Council, Asheville Downtown Association, Asheville Grown Business Alliance, Community Betterment Foundation/ Folk Heritage Committee, LEAF, Mountain Sports Festival, and RiverLink) at 100% for FY17-19, including LEAF this FY16, but exclude the \$15,000 cash request from the Five Point Film Festival; and continue to offer 75% fee reductions for non-profit events. Councilman Haynes seconded. Motion was approved unanimously.

**b. Asheville in Motion Plan (AIM) Plan Update; Mariate Echeverry**

Ms. Mariate Echeverry provided a background and overview of the Asheville in Motion (AIM) Plan. The Plan addresses transportation challenges, city growth, health and connectivity; provides a strategy that looks at all of the transportation plans in a comprehensive way; and how to use resources wisely. The Plan will be going to the Multimodal Commission and will go to Council on May 17<sup>th</sup>. Members inquired about the use of the plan. The plan has transformative projects, which are a list of projects that would work together to make a larger impact. Members discussed the inclusion of NCDOT streets and opportunities to begin conversation about them.

**4. PUBLIC COMMENT**

None.

**5. ADJOURN**

**Chair Wisler adjourned the meeting at 5:44 without objection.**